



# Pennsylvania Avenue East Small Area Plan

COMMUNITY VISIONING CONVERSATION: HOUSING AFFORDABILITY  
AND OPPORTUNITIES

JUNE 9, 2021 | 6:30-8:00 P.M.

Commissioner Kelvin Brown, ANC 7Bo6

Richard Livingston, DHCD

Sarina Accime and Timothy White, DMPED

Josh Lasky, LINK Strategic Partners

Art Rodgers, Ryan Hand, and Faith Broderick, OP



# Agenda

6:30-6:45pm **About the Pennsylvania Avenue East Small Area Plan**

6:45-7:45pm **Community Visioning Conversation**

7:45-8:00pm **Recap, Next Steps, and Q&A**

- Watch the broadcast online: [publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan), 'Events' tab
- Join the meetings online: [tinyurl.com/PennAveVisioning](https://tinyurl.com/PennAveVisioning)
- Join the meetings by phone: **202-860-2110 (meeting #: 160 489 9034)**



# About Small Area Plans

## Small Area Plans

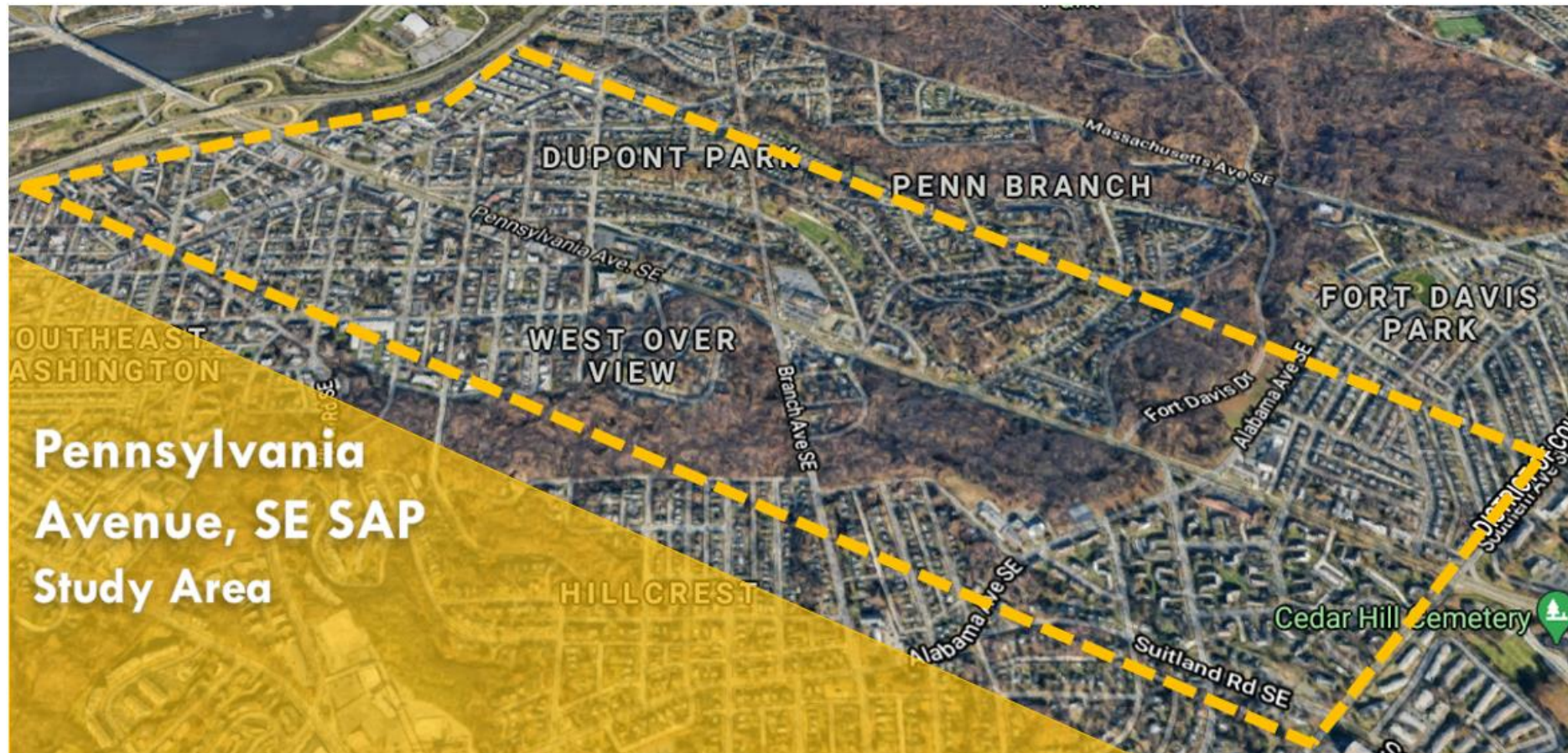
**L** **Small Area Plans supplement the Comp Plan** by focusing on the neighborhood and block level. Small Area Plans **establish a vision for the neighborhood** and build on the guidance established in the Comp Plan.

- Identify strategic priorities, gaps, and opportunities
- Provide neighborhood specific recommendations
- Guide future development and investment
- Are approved by Council as legislation



# About the Pennsylvania Avenue East Small Area Plan

With community support and involvement, OP will develop an updated vision and implementation plan for the Pennsylvania Avenue East corridor.



# Project Timeline

We are here!

Dec 2020- March  
2021

## Project Roll-Out

- Existing conditions and market research
- Convene Interagency Advisory Committee
- Convene Community Advisory Committee

April - October 2021  
**Plan Development**

- Community learning
- **Community visioning**
- Recommendation development

Winter 2021/22  
**Legislative Process**

- Public Comment Period
- Mayoral Hearing
- Council Review
- Council Approval

Spring 2022 on  
**Implementation**

- Implementation and neighborhood technical support
- Plan recommendation implementation

# Community Visioning Conversation Schedule

## **Vibrant Public Realm**

May 26  
6:30-8:00 p.m.

## **Transportation & Access**

June 2  
6:30-8:00 p.m.

## **Housing Affordability & Opportunities**

June 9  
6:30-8:00 p.m.

## **Retail & Economic Development**

June 16  
6:30-8:00 p.m.



# Pennsylvania Avenue East Small Area Plan Goals

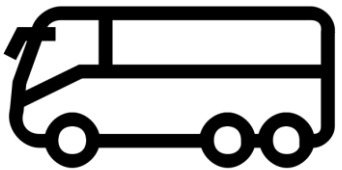
**The SAP will establish a framework that will guide development and reinvestment in the neighborhood to meet the following goals:**



Encourage economic development and retail opportunities



Enhance a safe, accessible, and vibrant public realm



Improve transportation access and connectivity



Explore housing opportunities and social and economic resiliency strategies

# Housing Opportunity and Affordability Goal

OP's Overarching Goal:

Develop and maintain new residential units to achieve a total of 36,000 units by 2025 that provide a safe, decent, accessible, and affordable supply of housing for all current and future residents throughout all of Washington, DC's neighborhoods.

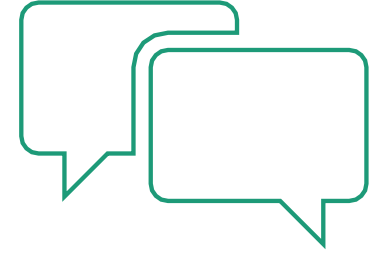


Learn more about the District's strategy for Housing Equity online at: [Housing.dc.gov](https://Housing.dc.gov)

# How to Participate

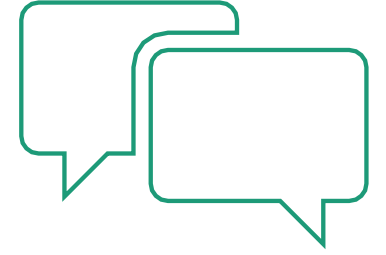
1. Meeting chat will remain open throughout the conversation.
2. Select the “raise hand” feature or unmute to provide comment.
3. Complete the survey: [publicinput.com/PennAveSEVisioning](https://publicinput.com/PennAveSEVisioning)





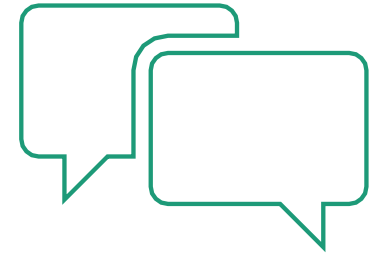
What do you like most  
about your housing in  
Pennsylvania Avenue  
East?





In the next 5-10 years,  
would you want to live  
somewhere else?  
Why?

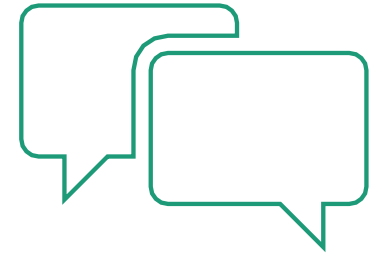




What would it take to **comfortably afford staying** in the Pennsylvania Avenue East study area for the next 5-10 years?

- What **obstacles or challenges** do you foresee that would keep you from living comfortably in study area for the next 5-10 years?

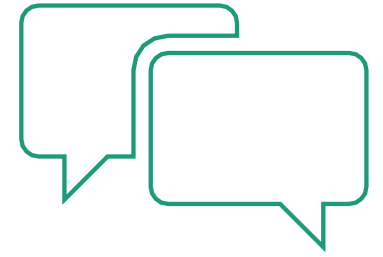




Does our community provide a variety of quality housing options to a broad spectrum of residents?

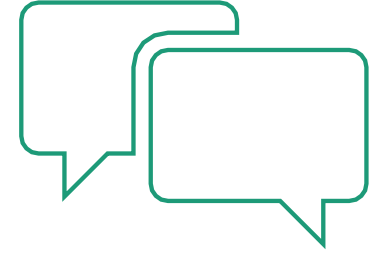
- If so, who can and cannot afford to live in this community?





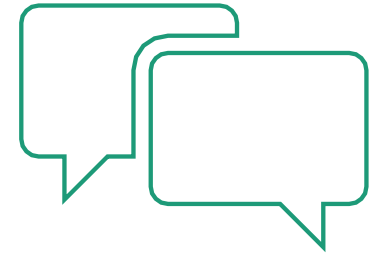
Are there substandard, overcrowded, or other undesirable living conditions in the community?





Can children who have grown up in the community afford to remain in, or return to, the community as they start their own households?





Do older adults in the community have adequate options for remaining in the community as they age?



# Meeting Recap

You shared...



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# Next Steps

## Visioning Phase

- Learn about existing challenges and aspirations for the future
- 4 Community Visioning Conversations
- 4 Community Visioning Surveys

## Analysis

- Review feedback from community surveys and conversations
- Identify existing government interventions
- Identify gaps in existing interventions
- Report back to community during **July 21 Townhall**

## Recommendation Development

- Share potential recommendations and identify gaps in analysis
- 4 Community Recommendation Discussions
- 4 Community Recommendation Surveys

**Next  
Townhall!**

Wednesday, July 21 @ 6:30pm  
[publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)  
855-925-2801 (pin: 9252)



# Announcement!

## Mark your calendars!

Join OP, Pennsylvania Avenue East Main Street, Soufside Market, and Creative Junkfood for a Juneteenth community building event!

**Where:** Soufside Market (2510 Pennsylvania Avenue, SE) & The Shops at Penn Branch (3200 Pennsylvania Avenue, SE)

**When:** June 19 from 10:00am to 4:00pm

**See you there!**

JOIN US AS WE....

WHAT DOES BUILDING COMMUNITY MEAN TO YOU?

**RE-IMAGINE**  
*Pennsylvania Avenue* **EAST**

**Saturday Juneteenth 2021**  
10am-4pm

- ▶ Community Visioning
- ▶ Business Vendors, Music
- ▶ Activities for Family and Youth

**Soufside Market**  
2510 Pennsylvania Ave. SE

A Community Dream wall,  
Neighborhood Welcome Wheel,  
Photo Booth & more!

**The Shops at Penn Branch**  
3200 Pennsylvania Ave. SE

Family fun events with  
Positive Chalk DC & City Golf Adventures,  
children's activities & more!

#PennAveSE



# Thank you!

**Thank you!** This is just the first of many opportunities to provide feedback.

## Next Steps:

- ✓ Register for the Plan
- ✓ Sign-up for Additional Visioning Workshops
- ✓ Mark your calendars for a July 21 Townhall
- ✓ Provide feedback online at: [publicinput.com/PennAveSEVisioning](https://publicinput.com/PennAveSEVisioning)



Project Website: [publicinput.com/PennAveSEPlan](https://publicinput.com/PennAveSEPlan)



Project Phone: 855-925-2801 (pin: 9252)



Project Email: [PennAveSEPlan@dc.gov](mailto:PennAveSEPlan@dc.gov)



Project Manager: [Faith.Broderick@dc.gov](mailto:Faith.Broderick@dc.gov)

